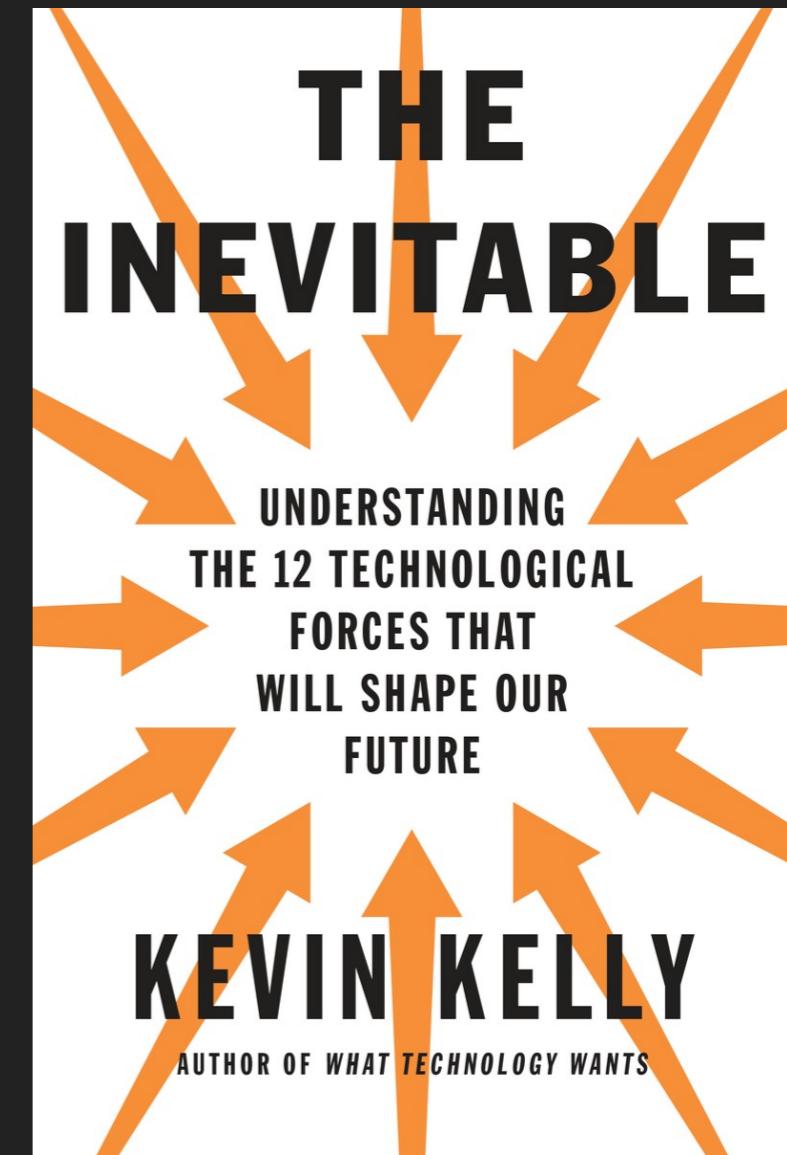


# the inevitable

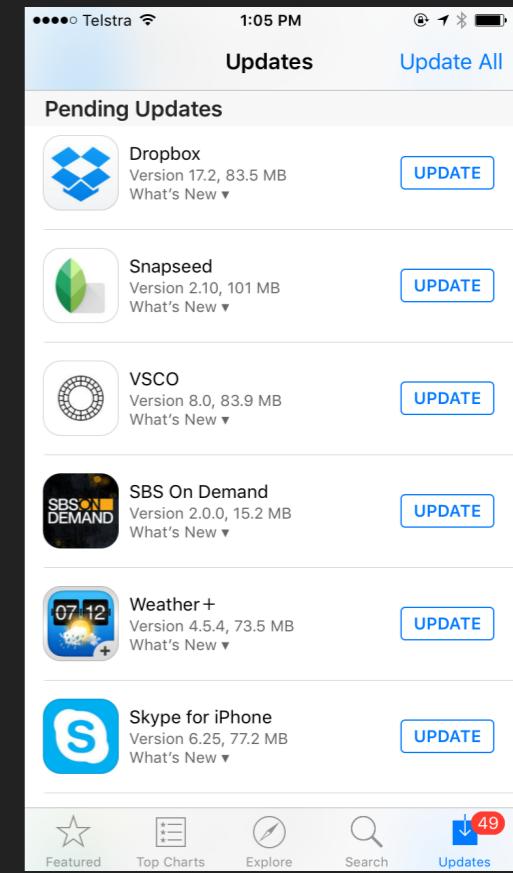
## kevin kelly

---

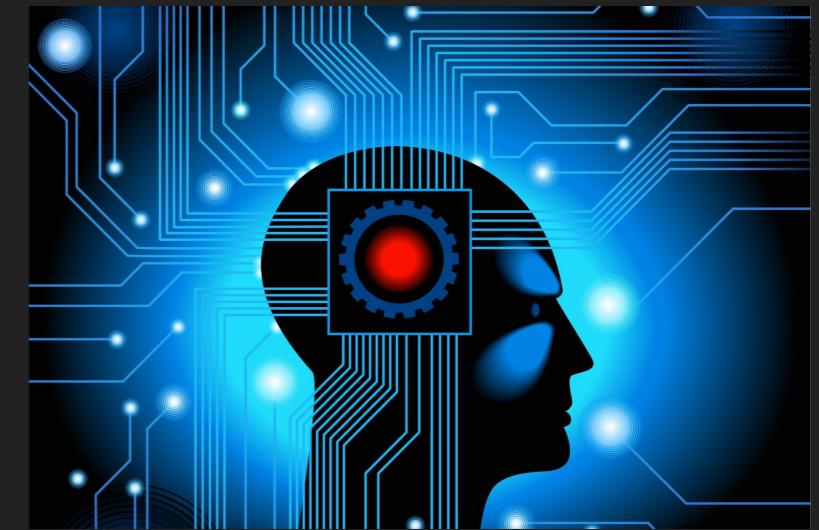
understanding the 12 technological forces that will shape our future (not the tl;dr version) **the gold text** is my take on what is most relevant for libraries



1. BECOMING: always upgrading |  
incremental motion | failing to see what the  
web will become | users making & creating |  
web anticipating our needs | from static &  
owned to upgrading services &  
subscriptions | stop waiting on perfect |



2. COGNIFYING: not just AI, but networked AI |  
in the cloud | AI becoming more embedded  
into everything & getting cheaper | it is  
consciousness-free | increasing robotics |  
bots taking some jobs, but help us dream up  
work that matters | deeper, richer  
engagement & more personalised services |



3. **FLOWING**: an age of constant streams | from stocks to just-in-time & subs | better than free? now, personal, interpretation, authentic, accessible, embodiment, patronage, discoverable | **digital = liquidity** | **fluidity of page, edition, container, growth** | **4 stages of flowing (all media)**: fixed, rare -> free, ubiquitous -> flowing, sharing -> opening, becoming | **impacts on dematerialisation** | **is this a new digital literacy?** |



**tumblr.**



4. SCREENING: all surfaces as screens | not just words | screens can hyperlink, network | moving to single networked literature, then: long tail finds more audience; deeper grasp of history; new sense of authority cultivated; library as platform for cultural life | screens encouraging more contemplation(?) | screen provoking action |



U B E R

5. ACCESSING: using without owning at all times | five deep trends: dematerialisation; real-time on-demand; decentralisation; platform synergy (sharing); clouds |



6. SHARING: collaboration & extreme decentralisation | new social arrangements: sharing -> cooperation -> collaboration -> collectivism | tension around bottom-up development and need for some direction | crowd funding, crowdsourcing, microfinancing & beyond - crowd organise & crowd make? |

flickr  
goget



7. FILTERING: harnessing personalisation to anticipate needs | abundance means we need help to navigate, triage, so we use filters | recommendation engines | how to break out of the bubble? | cheaper everything except experience |



8. REMIXING: unbundling and remixing | mashups | transformation, not copying | complex legal issues re “ownership” & IP | most important future cultural works will be those remixed the most |



9. INTERACTING: immersion via VR & AR | VR's enduring benefits from its interactivity | more intimacy -> senses -> immersion to maximise engagement | AI is helping animate games now | VR enhances realness so can help rewire brain circuits | more fluid identities (UX→UI) |



10. TRACKING: total surveillance for the benefit of society | benefits: public health; searchable, retrievable, shareable data; productivity, creativity; organising, reshaping, reading our lives | more data = more metadata (real wealth) |



11. QUESTIONING: collectives like wikipedia  
amplify power | how far can it go? textbooks,  
movies, music, law, governance? | what we  
thought impossible is now possible | more  
answers: constant questioning | questions are  
more valuable than answers | a good question is  
what humans are for | finding & using data |



12. BEGINNING: towards convergence on a  
massive scale that connects all humans and  
machines into a global matrix | we are merely at  
the beginning | still facing challenges: regions,  
fences (rights), censorship, corporations |  
advocacy |



craigslist

**CONSTANT THEMES:** **early days |**  
**collaboration & sharing |**  
**decentralisation | unbundling |**  
**dematerialisation | using the**  
**hive-mind | personalisation |**

## IMAGE SOURCES:

The Inevitable cover <http://kk.org/> |

AI brain <https://a2ua.com/ai.html> |

Joan Baez and Bob Dylan - Archives Foundation <https://flic.kr/p/fuPbuD> |

Warhol's Campbell's Soup Cans - irem sen gunaydin <https://flic.kr/p/cPrvh> |

VR image <https://www.whatech.com/mobile/news/136523-facebook-announces-360-degree-video-with-samsung-s-gear-vr> |

AR phone image <https://www.engadget.com/2016/06/28/augmented-reality-is-making-a-comeback/> |

Other logos from the company websites |

Phone screenshots from my iPhone |